

INVEST IN A PARTNER THAT CAN HELP YOU GROW.



PMA provides businesses in Southern Africa with a world of opportunities.

The Produce Marketing Association (PMA) is a global fresh produce and floral trade association with 2,800 member companies in 55 countries. We connect our members to the right people, information, tools and insights that will help them succeed in today's complex global economy. Most importantly, PMA has local expertise in Southern Africa to help you grow now and in the future.



We provide value to our members across four key areas:



Exclusive local and global events, industry-focused education and customized lists of contacts.



Expertise on the latest in food safety, PLU codes, supply chain efficiencies, traceability, sustainability, post-harvest technology and more.



Our Agri-Food Career Fairs, Career Pathways, Women's Fresh Perspectives breakfast and other talent development programmes and events help your business attract, develop and retain talent.



We have a sharp focus on the issues that matter to *your* business, including market access, global trade, government regulations and initiatives that increase global consumption of fresh produce.

We can help you build a customized, global network of contacts from:



SEE WHAT PMA MEMBERSHIP CAN DO FOR YOU. CONTACT:

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PMA Southern Africa Representative
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mvanderlaarse@pma.com

PMA in Southern Africa: Uncovering Opportunities Close to Home

Your business has a unique opportunity to feed Southern Africa's growing economy—and its millions of eager consumers. PMA can help your company capture its share of Southern Africa's growing domestic demand and export of fresh produce.

Join PMA and you'll gain exclusive access to members-only resources that give you a competitive edge:

PMA SOUTHERN AFRICA REPRESENTATIVE

- Dedicated, in-country representative provides:
 - Introductions to the right local and global business contacts in the public and private sectors
 - Guidance on market access
 - Tips on using the full range of PMA resources

LOCAL & GLOBAL VALUE CREATED JUST FOR YOU

- Connect with new contacts and thought leaders at over 40 events around the world, including:
 - SA Agri-Food Career Fairs
 - SA Industry Breakfasts
 - PMA Fresh Connections: Southern Africa Conference & Expo
 - PMA Fresh Summit Convention & Expo

DEEP INDUSTRY KNOWLEDGE

- Get the latest information on:
 - Talent development
 - Cold chain logistics
 - New trends
 - Food safety
 - Emerging technologies
 - Global trade regulations

IN-COUNTRY CAPABILITIES

- PMA representatives in 8 of Southern Africa's fresh produce export markets:
 - Australia
 - Chile
 - Mexico
 - Peru
 - Brazil
 - China
 - New Zealand
 - USA

CUSTOM CONTACT LISTS

- Receive custom contact lists built just for you
- Connect to new global buyers, suppliers and partners that can help grow your business and make you more profitable

ONLINE MEMBERSHIP DIRECTORY

- Access our member directory of:
 - 27,000 global contacts
 - 2,800 global companies

PMA.COM

- Find members-only global trade and food safety information year-round

TAKING FRESH TO THE NEXT LEVEL

Join us at the **PMA Fresh Connections: Southern Africa Conference & Expo** on 12-13 August 2015 in Cape Town. Learn more at pma.com/fcsouthernafrica.



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PMA IS ALREADY PROVIDING VALUE TO THESE SOUTHERN AFRICA BUSINESSES.

HOW CAN WE HELP YOU GROW?

PMA MEMBERS HEADQUARTERED IN SOUTHERN AFRICA:

ABSA	Laastedrif Boerdery
Capespan North America	Market Demand Fruits
Chep South Africa	Massmart
Citrus Growers Association of Southern Africa	Mouton Citrus
Core Fruit	Mpact Limited
Denny Mushrooms	Pitto
Dole South Africa	Potatoes South Africa
Epping Private Market Varsprodukte	PPECB
Evergreens	Prophet Systems SA
Farm Gate Trading Platform	Rosaly Farms
FNB - First National Bank	S.A. Avocado Growers Association
Freshmark/Shoprite	South African Table Grape Industry
Freshmark Systems	Standard Bank
Freshvest.	Star South Fruits
Freshworld	Starke Ayres
Fruit & Veg City	Syngenta South Africa
Fruit South Africa	The Spar Group
Gerber Fresh	Tru-Cape Fruit Marketing
GWK	Tshwane Fresh Produce Market
H G Molenaar & Co.	Univeg South Africa
H.L. Hall & Sons	Van Doorn South Africa
Hygrotech	Westfalia Marketing
Indigo Fruit Farming	Wildeklawer
	ZZZ

GLOBAL PMA MEMBERS WITH OFFICES IN SOUTHERN AFRICA:

Air France-KLM-Martinair Cargo	NSF International
Bayer CropScience	Sensitech, Inc.
Capespan North America	Seven Seas Fruit
Development Alternatives, Inc.	Sun World International
International Procurement and Logistics, Ltd.	Tesco Stores, Ltd.
MAERSK LINE	Unifrutti of America, Inc.
Monsanto Company	Univeg Group of Companies

Member list as of June 2015

Not a PMA member? Now is the time to join. Apply online at pma.com/membership or contact **Marianne van der Laarse**, PMA Southern Africa Representative.